

# Case Study

# CITIZEN



“We decided to use the Citizen printers after comparing them with competitor products. We knew they were built to last and would consistently provide fast, sharp, reliable and maintenance-free printing in all of our shops“

Dotan Cohen, IT Manager at Magnolia

## Fast and reliable Citizen printers help jewellery business grow to become biggest in Israel

The retail sector is notoriously competitive and fast paced, and requires ultra reliable printing solutions that can help firms to meet the challenge and prosper. When Magnolia Silver Jewellery was launched in Israel in 1996, the founders knew that success partly depended on the technology it chose, including the printers it would use both in the in-store POS setups and the back office at its headquarters for labelling each product.

Working closely with leading printer partner VCODE Solutions Ltd, Dotan Cohen, IT Manager at Magnolia, selected printers from Citizen Systems and these have since played an important role in helping the company to grow to become the nation's leading jewellery retailer, with operations in four continents.

Magnolia implemented a back office setup at its Kefar Sava headquarters with Citizen's CL-E730 table top printer for labelling its products. Each piece of jewellery is given a 2D barcode label before being sent to its boutique kiosks around the world for retail. The compact yet durable printer features the proven ARCP™ mechanism to ensure sharp, high quality print results at 300dpi to eliminate the risk of unreadable or misread labels when the barcodes are scanned during sale.

Who is our customer?



Magnolia is an internationally branded chain of boutique kiosks that exhibits the world's largest collection of handcrafted sterling silver jewellery.



### CL-E730

Designed and built for easy operation and service, it includes the proven Citizen ARCP™ mechanism in combination with 300 dpi, which guarantee sharp, high quality print results.

Ultra fast output at 200mm per second means the task can be completed efficiently when processing a high volume of stock for distribution.

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Meanwhile, Magnolia opted for Citizen's CT-S2000 and CT-S651 printers for use in its 85 stores across Israel and more than 60 franchised retail kiosks internationally. The fast, high-resolution receipt printing offered by these robust, long-life models was particularly important to the jewellery business, as well as the low space requirements. Quick and easy media loading of these front exit printers was also critical to ensuring they can support the business during particularly demanding periods without the need for time-consuming maintenance.

**“From the very start, Citizen printers have given us everything we needed to guarantee the success of our business and more than 20 years on the technology is still supporting our growth as we look to launch the ecommerce arm of our operation. Crucially, the support we've received from Citizen's partner, VCODE, has been impeccable and allowed us to make the right decisions on printers and have total peace of mind over the years,”**

**Dotan Cohen, IT Manager at Magnolia**

“The fast, accurate and reliable barcode label and POS printing we enjoy means we spend no time worrying about inaccuracies, faults and breakdowns, and can instead focus more time on our core business and providing a first class service to our customers for optimum performance and profitability. Citizen printers have proven to be the perfect cost benefit solution.”

## About Citizen Systems Europe

Citizen Systems Europe is a wholly owned subsidiary of the Japanese Citizen Group. Recognised and respected for its high level of experience in advanced technology and innovative solutions, Citizen is famous for its watches, printers, machinery and electronic products.

Since 1964, Citizen Systems has been the brand of choice for printers worldwide, providing a wide range of top-line industrial printing solutions that modernise the business operations of many industries, including logistics, retail, manufacturing, hospitality, post and office supply.

Citizen Systems is fully focused on the distribution and support of label, portable, photo and POS printers, as well as calculators, through an extensive partner network across EMEA.



### CT-S651

A front paper exit POS printer with print speed of up to 200mm/sec and high resolution output from a tough, long-life thermal printhead. The CT-S601 also incorporates an integrated power supply and a self-retracting cutter which prevents paper jams. Ideal to use in the retail environment.



### CT-S2000

This thermal POS printer is capable of printing at speed of up to 220 mm/sec. Built for long life and tough use, the CT-S2000 features an innovative Spill-Shield™ design to keep out moisture, dirt and debris. With large capacity (102mm) drop-in paper loading, Quick-Clear™ technology for one-touch clearing of cutter jams and a two-million cut-rated auto paper cutter the CT-S2000 is ideal for a wide range of POS, receipt and hospitality applications.

**To learn more about Citizen's range of printing solutions, contact the Citizen marketing team or visit the company website.**

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